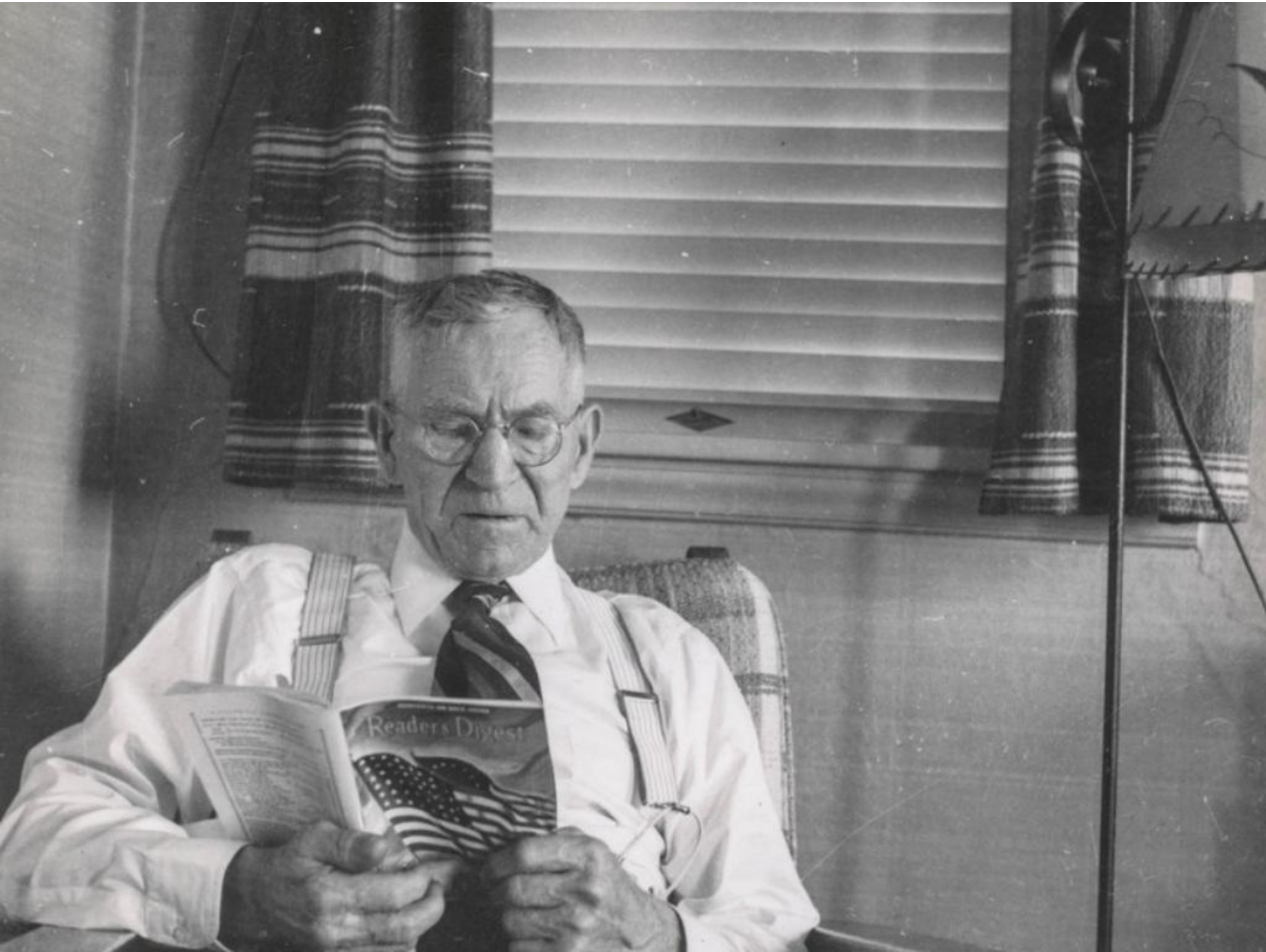
















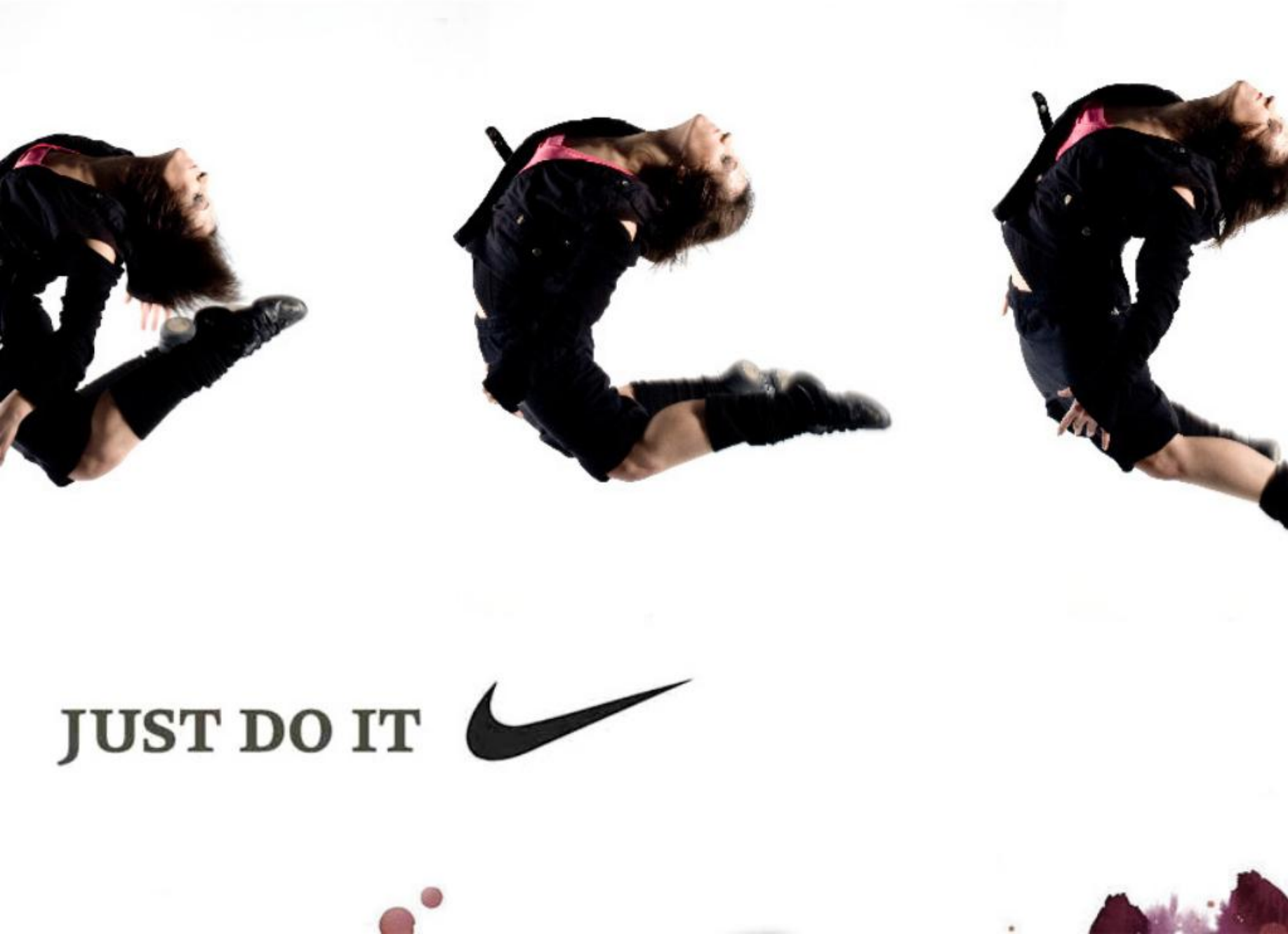












IT'S A REVOLUTION.

Like many revolutionary ideas, NIKE-AIR® cushioning is simple. Yet, as a feat of engineering, it remains unmatched. Even eight years after we first introduced it.

NIKE-AIR cushioning is a patented system. It consists of a special gas, pressurized inside a tough, flexible, urethane skin.

Called an Air-Sole® unit, this is what provides the spring-like cushioning. Because after each step or jump, the Air-Sole unit springs back to its original shape.

It provides, far and away, the best cushioning available. Cushioning that reduces the chance of shock-related injury to the bones, muscles, and tendons of the foot and lower leg. Cushioning that can reduce the muscular energy it takes to run, walk or jump.

But perhaps most importantly, NIKE-AIR cushioning never compacts. It cushions as well after 500 miles as it does after the first.

After years of improvements, of new designs, and new applica-

tions, we're still uncovering more potential for NIKE-AIR cushioning.

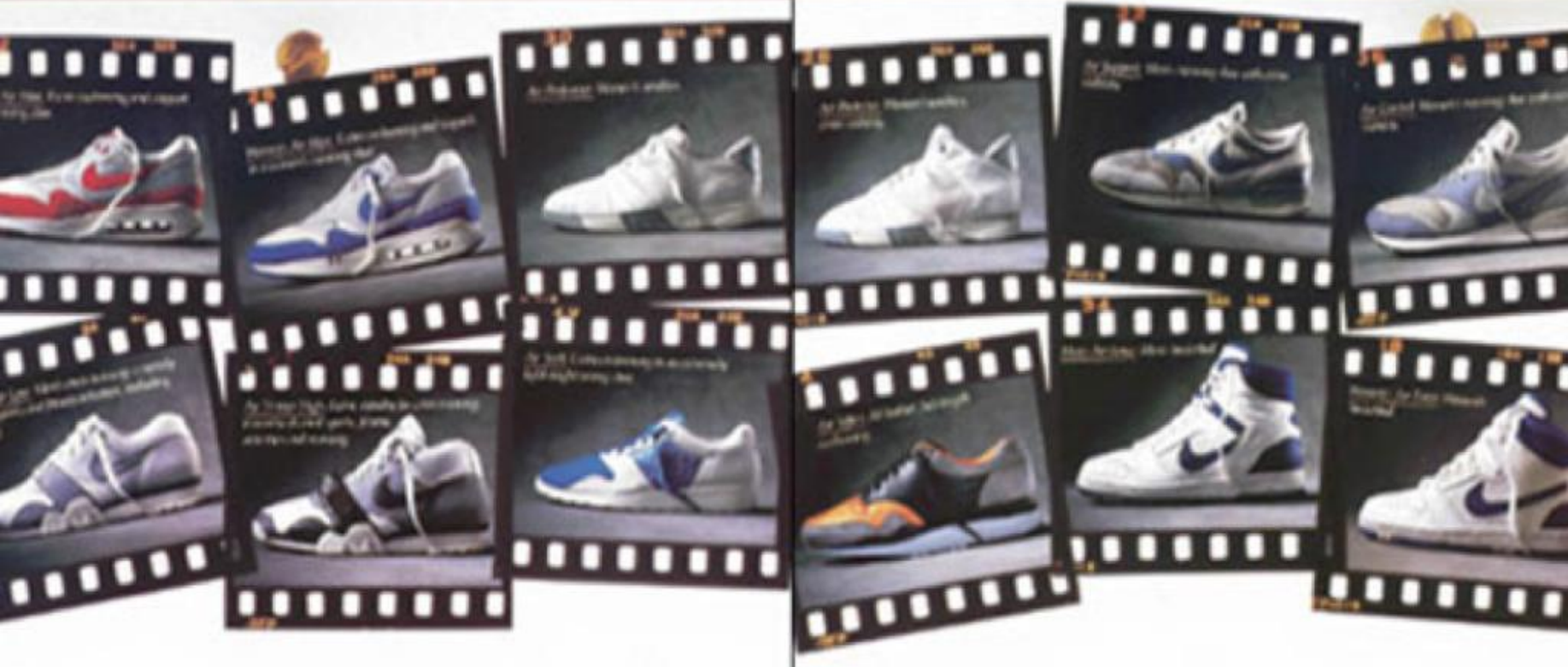
For instance, our studies showed that we could improve the level of cushioning by enlarging the Air-Sole system. As a result, the new Air Max contains three times more air under the heel than any previous Nike shoe.

We're using separate Air-Sole units under the heel and forefoot of many shoes, to improve flexibility. We're using new systems in combination with Air-Sole units to provide more support. More stability. More support. More stability.

NIKE-AIR cushioning in shoes for all kinds of athletic activities. It's in every one of the Nike shoes you see on these pages.

All this takes research. Experimentation. Challenging. Worthwhile of the most capable scientists and engineers in their fields.

You can see some of their work right here. And more on the next page.









THE EAGLE GIVES YOU ALMOST NOTHING TO BE EXCITED ABOUT.

When it comes to road racing flats, 5.1 ounces* is almost nothing. Each one weighs less than the box it comes in.

That's the lightest racing flat we've ever made. As far as we know, it's the lightest production model ever made by anybody.

And we think that's exciting. Especially when you consider this shoe has already clocked a 2:10 marathon.

It's definitely not a training shoe. The Eagle is made to be worn on race day, like wearing your best pair of competition spikes.

It combines an unusual spike-like design through the shank, a PermaFoam sockliner and a Variable Width Lacing System™ to give you the best fitting performance shoe we've ever devised.

And also the lightest.

The Eagle, feather-weight champion of the road.



Beaverton, Oregon

*Approximate weight











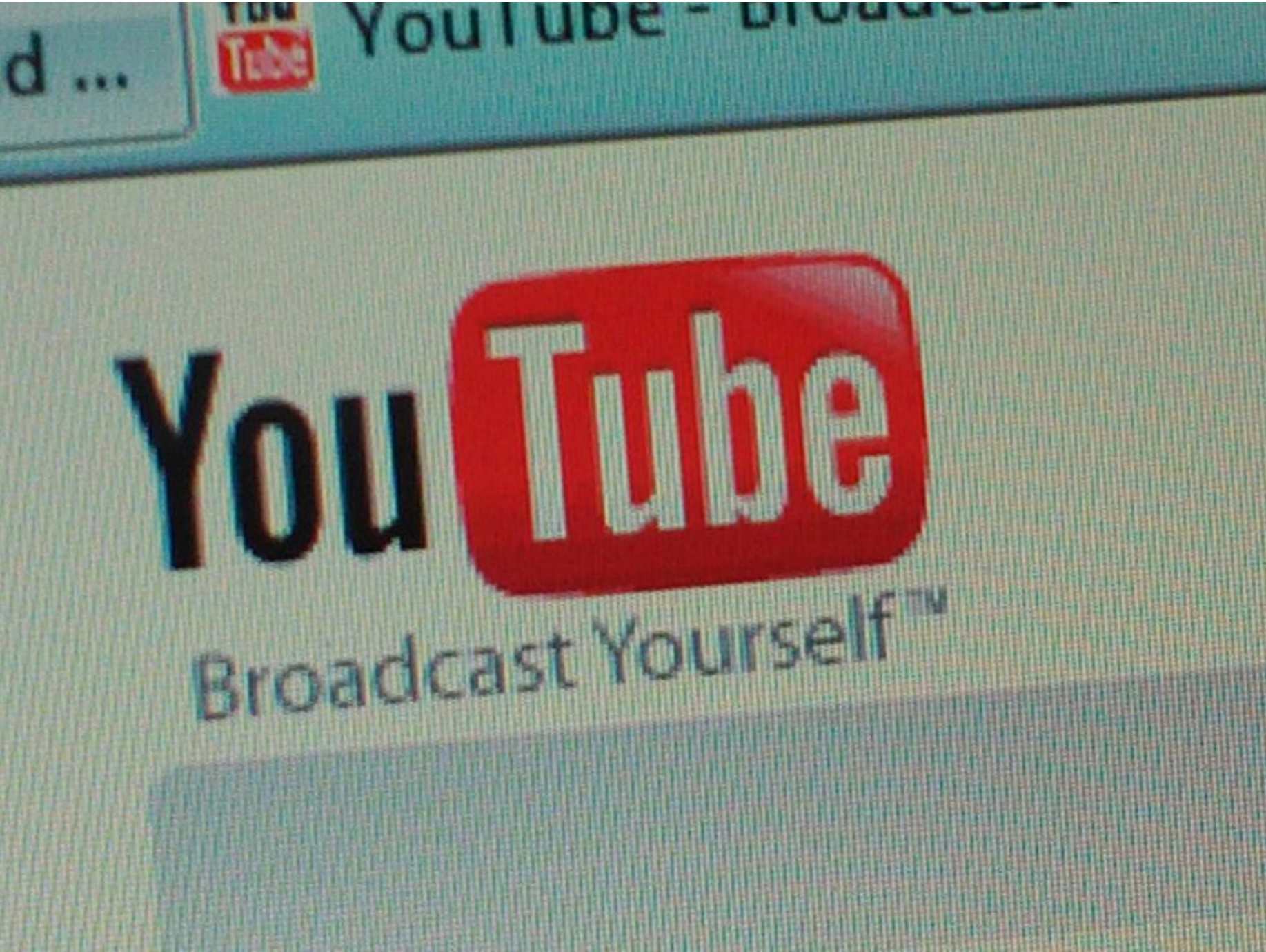
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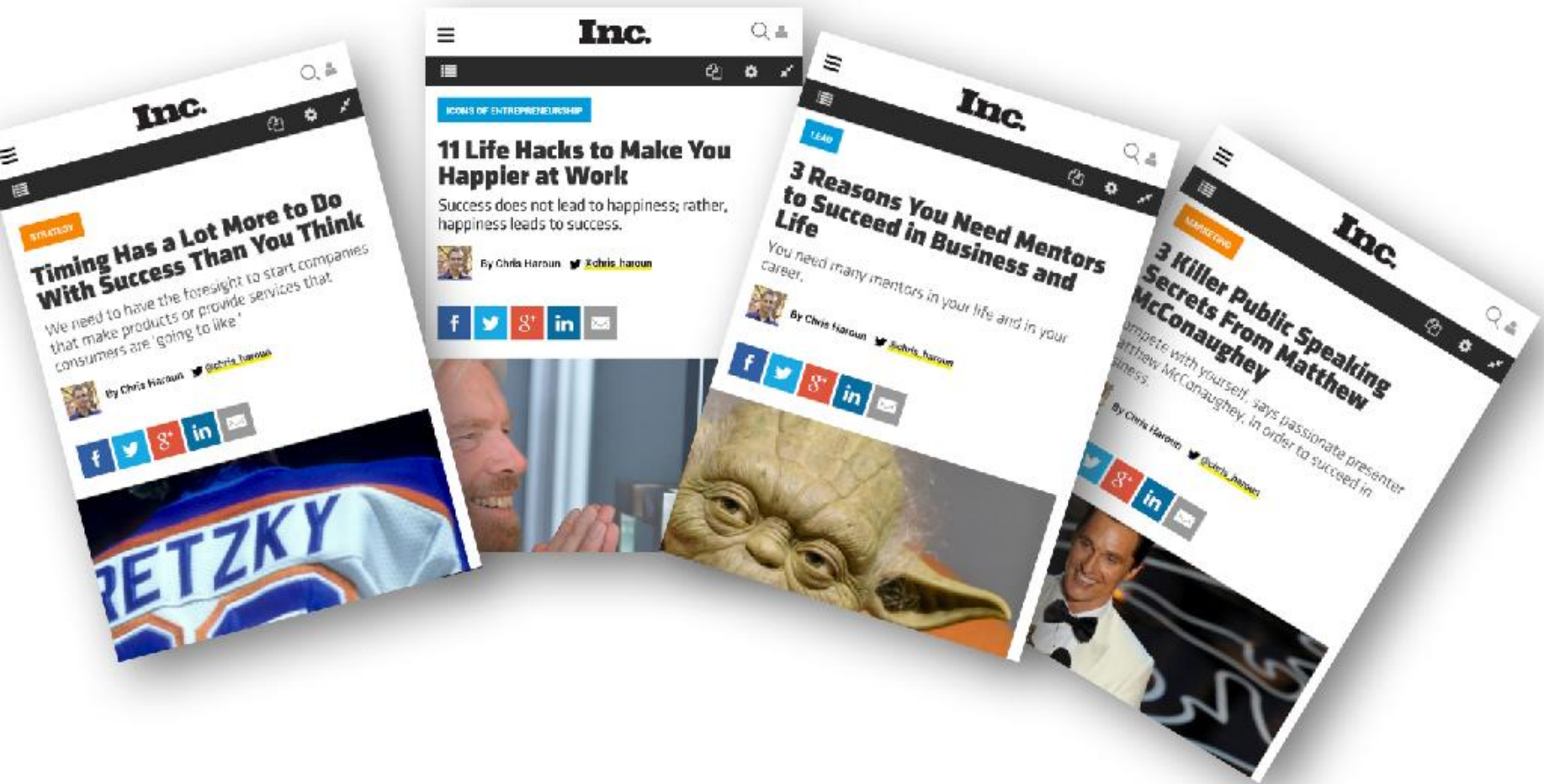




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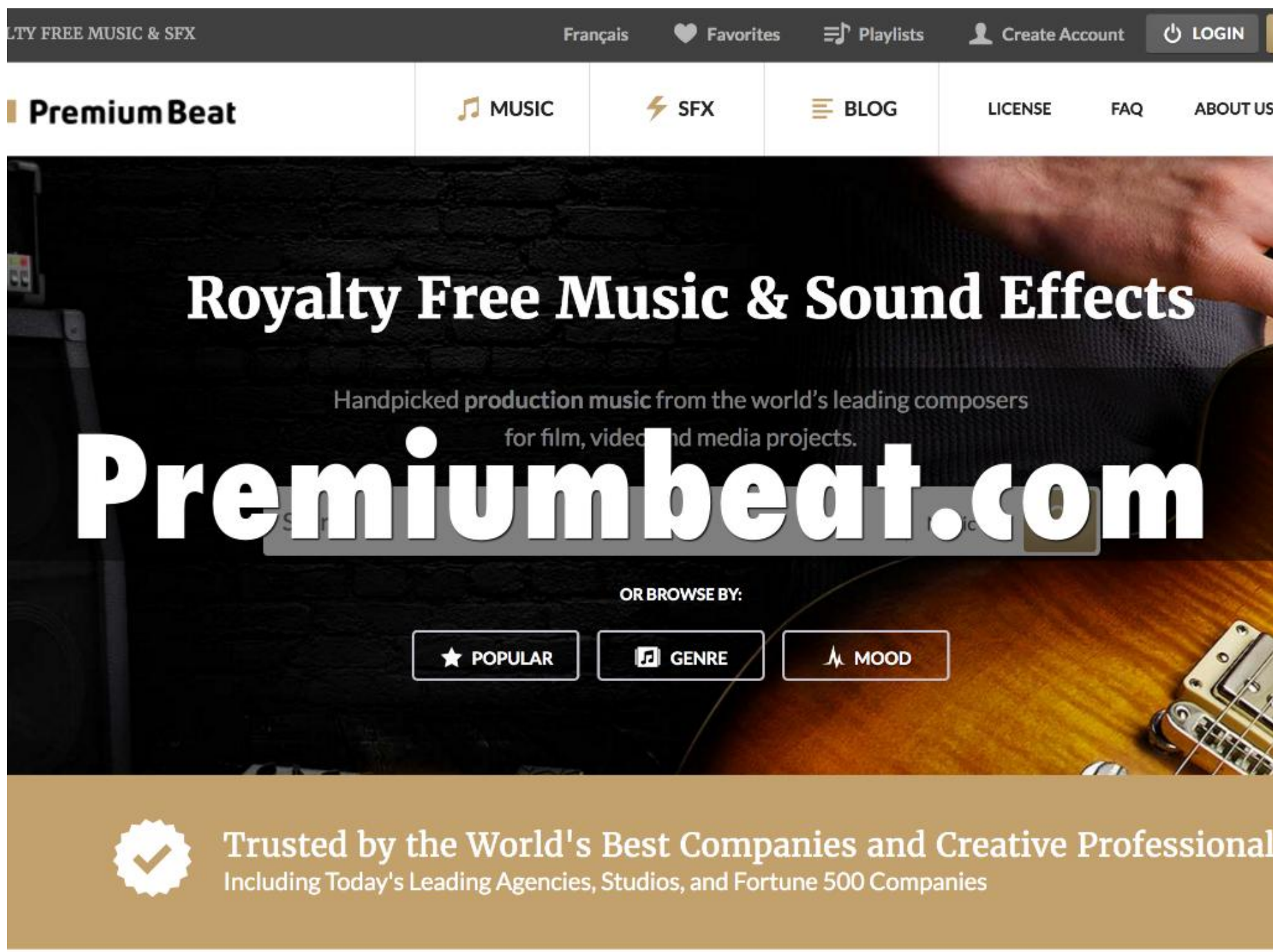
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